

Message Text

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FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: MARKET RESEARCH STATUS AND NEEDS AT STC

REF: STADTLER/TRAFTON TELECONS

1. RESEARCH STATUS FOR STC FY-77 EXHIBITION SCHEDULE

FULL CONTRACT RESEARCH COMPLETE AND CONCLUSIONS POSITIVE:

DATA PROCESSING

IN-HOUSE RESEARCH DONE BY STC-CONCLUSIONS POSITIVE:

SAFETY AND SECURITY EQUIPMENT

METAL WORKING AND FINISHING EQUIPMENT

RESEARCH NOW IN PROCESS-NO CONCLUSIONS YET POSSIBLE:

ELECTRONIC PRODUCTION AND TEST EQUIPMENT

HIGH PERFORMANCE MATERIALS

FRANCHISING AND HOTEL/RESTAURANT EQUIPMENT

IN-HOUSE STC RESEARCH--QUALIFIED SUPPORT FOR THEME:

PULP AND PAPER EQUIPMENT (SINCE RESEARCH COMPLETED ON THIS EQUIPMENT, STC HAS RECOMMENDED AGAINST THIS THEME IN VIEW OF THE SUBSEQUENT SCHEDULING OF POLLUTION CONTROL THEME THE SAME YEAR)

1974 CONTRACT RESEARCH (CONCLUSIONS HIGHLY QUALIFIED ON MARKET POTENTIALS)

2. WITH SUCH SMALL NUMBER OF RESEARCH CONTRACTS HAVING BEEN PLACED DURING FY-76, IT HAS BEEN DIFFICULT TO KEEP

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FULL LIST OF CONTRACTORS INTERESTED IN CONTINUING TO

BID. CONSIDERING THIS AND THE LOW PRICE-UNDER \$3000-OF THE RECOMMENDED SWEDISH BIDDER (WHO PREVIOUSLY DID RESEARCH THIS TOPIC FOR STC) IT IS DIFFICULT TO UNDERSTAND THE RATIONALE IN PLACING THE GMR CONTRACT FOR MEDICAL EQUIPMENT IN SWEDEN WITH A BRITISH COMPANY.

3. STC RECOMMENDS THAT AT LEAST ONE ANNUAL CONTRACT BE PLACED IN SWEDEN ASAP TO KEEP RESEARCH PRODUCTION AT ADQUATE LEVELS TO SUPPORT STC PROGRAM REQUIREMENTS.

4. TOP PRIORITIES FOR RESEARCH ARE:

- A. ELECTRONIC COMPONENTS
- B. BUILDING/CONSTRUCTION MATERIALS AND EQUIPMENT.
- C. HIGH TECHNOLOGY CONSUMER GOODS
- D. INDUSTRIAL ASSEMBLY EQUIPMENT
- E. TRANSPORTATION (AVIONICS, AVIATION SUPPORT EQUIPMENT, MASS TRANSPORTATION TRENDS)
- F. SAFETY AND SECURITY EQUIPMENT.

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